CLASSIFICATION OFFICE DECISION

Title of publication: As Cool As I Am

Other known title(s): Not stated

OFLC ref: 1500852.000

Medium: DVD

Distributor: Revolution Entertainment Ltd

Director: Max Mayer

Producer: Matt Williams
et al.

Country of origin: United States

Language: English

Applicant: Chief Censor

Classification:	Unrestricted: Suitable for mature audiences 16 years of age and over.

Excisions: No excisions recommended

Descriptive note: Violence, sexual violence, offensive language and sex scenes.

Display conditions: None

Date of entry in Register: 30 November 2015

Date of direction to issue a label: 30 November 2015

Date of notice of decision: 30 November 2015

	Components	**Running time**
Menu:	Play Film Chapters	
Feature(s):	As Cool As I Am	98:20
Timed component(s):	Notices	0:16
Total running time:		98:36

Summary of reasons for decision:

'As Cool As I Am' is an American comedy/drama. It was cross-rated M from Australia with a note for 'Mature themes, sexual violence and sex scenes'. The Chief Censor called it in for classification under s13(3) of the Films, Videos, and Publications Classification Act 1993, due to concerns that its content may have been unsuitable for unrestricted release in New Zealand.

The film deals with sexual themes and contains some sexual depictions, sexual violence and violent behaviour. None of the depictions are particularly strong. The focus remains on life and its complicated journey. Younger viewers may find some of the family arguments upsetting and stressful to watch, but these depictions are not at a level that is likely to greatly distress them. The sexual violence is not strong and it is brief – the responsible way this is dealt with helps to balance out this theme. The sexual elements are also brief and would require some maturity and sexual knowledge to process, therefore having little impact on younger viewers. Due to the pace of the film, children are unlikely to find the film interesting or engage with the storyline.

This film is therefore classified as unrestricted, with a recommendation that it is more suitable for intended audience of mature viewers aged 16 and over. This classification does not place any limitation on the right to freedom of expression contained in the New Zealand Bill of Rights Act 1990.